

EARN A BACHELOR'S DEGREE IN

# Marketing

Nothing is more fundamental to business than marketing — the art and science of assessing market needs, choosing target markets, and creating, communicating, and delivering exceptional value to consumers and business customers.



## Why Study Marketing at USF?

### Great Careers

Marketing careers are some of the most exciting and diverse in business! Brand/product management, market research, consumer promotions, digital marketing, field marketing, market analytics, sales, account management, and business development are just some of the sub-fields available to marketing graduates. Starting salaries range from \$40,000 to \$85,000+ with top companies like Apple, Coca-Cola, Disney, Gartner, Honeywell, IBM, KnowBe4, and ReliaQuest.

### Hands-On Learning

Marketing students develop valuable interpersonal, critical thinking, creative, and analytical skills through a curriculum that emphasizes experiential learning. Award-winning student organizations provide networking opportunities with executives, corporate field trips, and chances to participate in national conferences. Nearly 60% of marketing students secure internships, and our Marketing Practice Center links students with local companies for additional short-term paid projects.

### Job Security

The U.S. Bureau of Labor Statistics projects that job growth in some marketing sub-disciplines (e.g., digital marketing) will exceed 30% in the next decade, with the general marketing field expected to grow nearly 10%, faster than the average for all occupations. The median annual wage for marketing managers was \$157,620 in 2023.



UNIVERSITY of  
**SOUTH FLORIDA**  
Muma College of Business



For more info, visit [usf.to/marketing](https://usf.to/marketing)

# What sets the Muma College of Business apart?

**Power-skills certified.** Hard skills can get you hired, but you'll need strong skills in communications, time management and building relationships to lead. USF's Bellini Center for Talent Development integrates employer-led workshops into your core business courses, so you can graduate with a certificate in these skills. To learn more, visit [usf.to/BusinessTalent](https://usf.to/BusinessTalent).

**Find your people.** Enjoy the advantages of a large university, while belonging to your own tight-knit community within the college through student organizations and special programs for business students.

- Freshmen starting in the fall become a part of the **Bulls Business Network** with early admission to the business college with special registration and advising opportunities. These students may also join one of our living-learning residence hall programs, the **Bulls Business Community** or the **Zimmerman Advertising Program**. All Zimmerman Advertising Program students study abroad and have the opportunity to earn a master's degree with one additional year. Visit [usf.to/bbn](https://usf.to/bbn) for additional details.
- USF is home to the state's first and only **Business Honors Program**, affiliated with the Judy Genshaft Honors College, which blends rigorous coursework and research activities with special residential, service, international and applied learning activities. Participants live on either the St. Petersburg or Tampa campus for one year and must meet additional admission requirements upon entering as a freshman. Learn more at [usf.to/bhp](https://usf.to/bhp).
- **The Corporate Mentor Program**, based on the Tampa campus, pairs first-generation college students with a mentor who shares tips and guidance for a smooth transition from student to professional life. Students meet monthly with a management-level professional for first-hand insight into the corporate world, and become eligible for over \$100,000 in scholarships awarded each year. Visit [usf.to/cmp](https://usf.to/cmp) for more information.

LEARN MORE [usf.to/MumaUndergrad](https://usf.to/MumaUndergrad)



## Admission Requirements

The Muma College of Business has additional admission requirements to enroll in major level courses. Students interested in pursuing a degree in majors offered by the Muma College of Business must complete the required state-mandated prerequisites listed at [usf.to/MumaUndergrad](https://usf.to/MumaUndergrad).

## How to Apply

Apply early! Admissions decisions are made on a rolling basis beginning in late fall as applications are completed and all supporting documents are received. You may apply as early as August of your high school senior year. Freshman applications are considered for the spring, summer and fall semesters. Apply online at [usf.edu/admissions](https://usf.edu/admissions).

## Financial Aid

With more than 175 different scholarships available exclusively for business majors, the USF Muma College of Business is proud to award over \$1 million in scholarships each year. For more information, visit [usf.to/financialaid](https://usf.to/financialaid). For additional financial aid options, visit the USF office of Financial Aid website at [usf.edu/financialaid](https://usf.edu/financialaid).

APPLY TODAY [usf.edu/admissions](https://usf.edu/admissions)